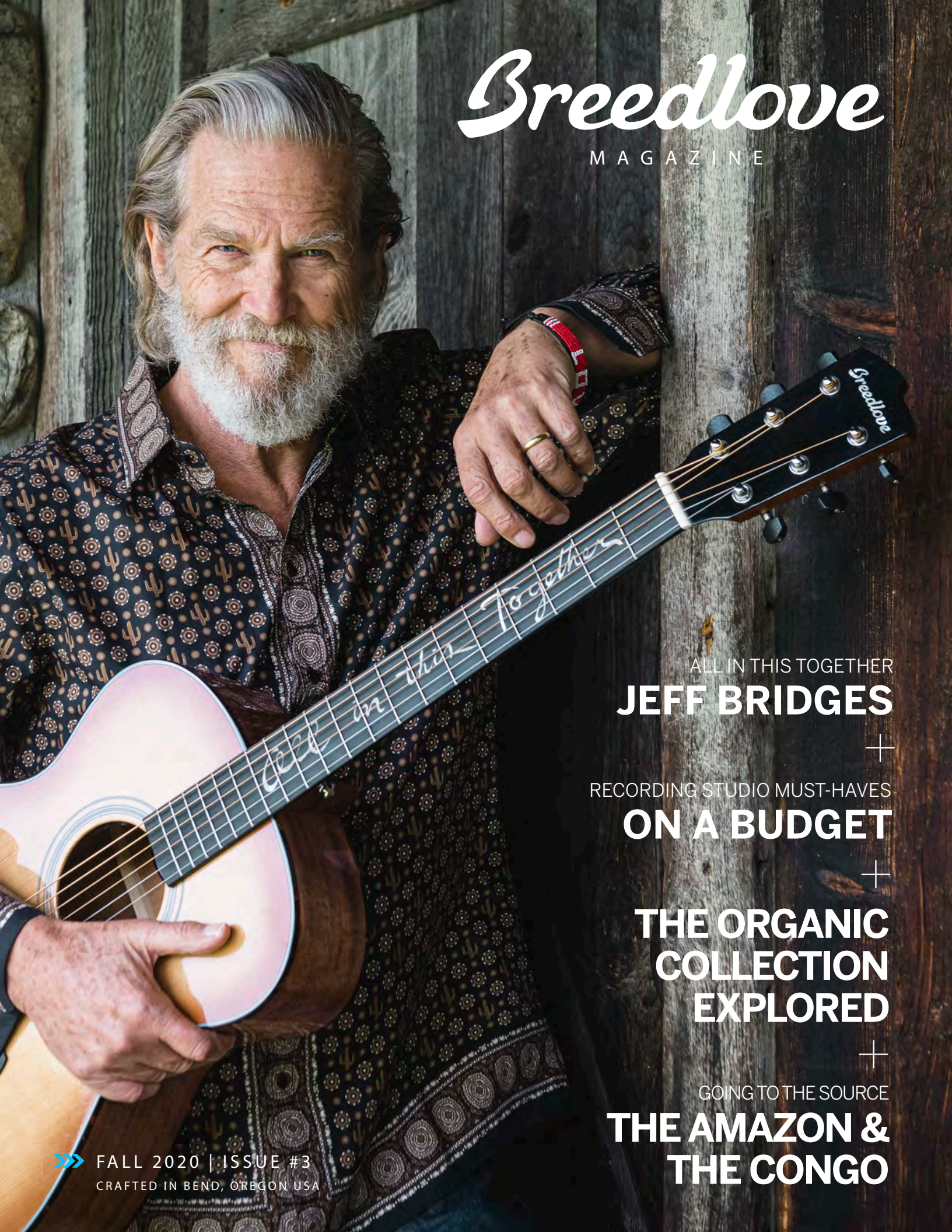


Breedlove

MAGAZINE



ALL IN THIS TOGETHER

JEFF BRIDGES

+

RECORDING STUDIO MUST-HAVES

ON A BUDGET

+

**THE ORGANIC
COLLECTION
EXPLORED**

+

GOING TO THE SOURCE

**THE AMAZON &
THE CONGO**

»» FALL 2020 | ISSUE #3
CRAFTED IN BEND, OREGON USA

THE 2020

FALL MAGAZINE

THE ORGANIC COLLECTION ISSUE



FROM TOM BEDELL

Greetings,

We know you love the earth as much as we do. Even as we navigate this pandemic, we are learning to make the right choices, to be more informed about the products we buy and use and how they affect the environment around us.

Everyone, it seems, is playing guitar right now, and we love that. Some are finding it a way to cope, others are fulfilling a lifelong dream. We're so glad that many of you are choosing from Breedlove's pioneering *Organic Collection* of clear-cut free, all solid wood instruments at remarkably affordable prices. With the *Organic Collection* you can own a superior sounding acoustic electric guitar and know that you are not harming forests or habitats to do so.

Our recently forged relationship with Academy Award®-winning actor, musician and environmentalist Jeff Bridges has resulted in two new *Organic* models, both bearing his name and his "All in this Together" motto. Like you, Jeff wants quality, but not at the risk of harming our fragile ecosystem.

With his recent diagnosis of lymphoma, our hearts go out to Jeff and Susan and their wonderful family. We are honored by his kindness and friendship.

As players new and experienced, we are also inspired by your partnership with Breedlove, and, following your lead, we are working hard to create sustainability across our entire line; and to offer an example to other industries that "All in this Together" we can commit to preserving the world for our children's future.

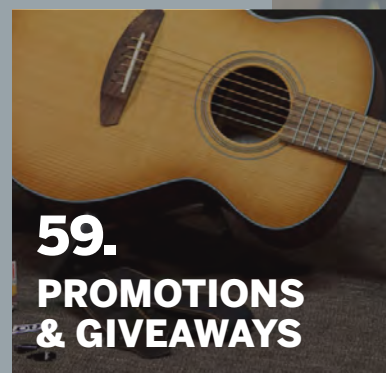
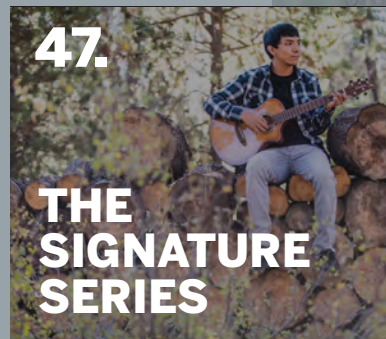
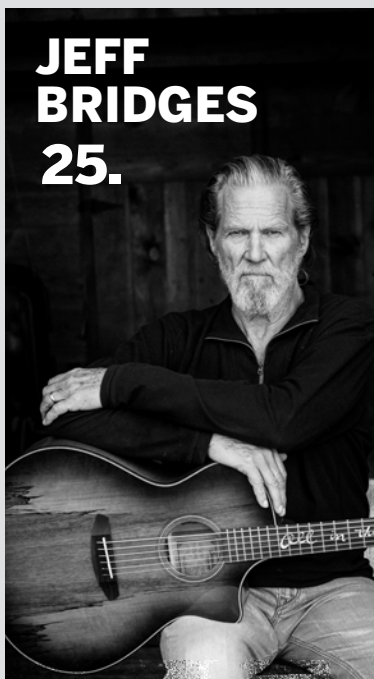
Peace, Love, and Rock and Roll,
Tom Bedell

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GOING ORGANIC

A DEEP DIVE INTO BREEDLOVE'S FULLY SUSTAINABLE ORGANIC COLLECTION

"We're making tomorrow's guitars today," says Breedlove owner Tom Bedell.

It sounds lofty, but it's true. With the pioneering *Organic Collection*, three years in the making, Breedlove has brought all its knowledge of extensive sound research, tonewood sourcing and meticulous craftsmanship to bear on four series of all solid wood, sustainable, stage-ready *Designed in Bend* guitars—featuring Breedlove Natural Sound electronics with soundhole-mounted volume and tone controls; effortless pinless bridges; and classic Breedlove comfort and playability—all available at welcoming prices.

Join the Breedlove family, a growing collaborative of people, just like you, who care about the environment and the future as much as they care about music.

Plant a seed, play an Organic—the natural path to uninhibited solid sound.





»» [VIEW GUITAR COLLECTION ONLINE](#)





DAVID GARZA

EXPLORES THE ORGANIC COLLECTION

Veteran Texas-bred musician gives “First Impressions” to Guitar Center

Texas-born composer/producer/multi-instrumentalist David Garza has led a storied musical career, working with the likes of Fiona Apple, Midland, Gaby Moreno, Del Amitri’s Justin Currie, alt. country legend Alejandro Escovedo and Nickel Creek fiddler Sara Watkins. His solo work, which touches on everything from the Mexican music he heard on the radio as a child to the raw sounds of his brothers’ rock and roll record collection, has drawn apt comparisons to the best of Robert Plant and Jeff Buckley.

Guitar Center recently asked the Los Angeleno to share some “First Impressions” of Breedlove’s *Organic Collection*. Granted, we can’t all compete at Garza’s level, but he sure makes these guitars sound good and serves as a creative inspiration to all of us.

“I can feel the tone in a well-tuned guitar in a way that really does bring me to nature,” Garza told Guitar Center of the Signature Concert Copper CE, while playing the instrumental “Inixia.” “This is definitely what I would consider a diamond in the rough in terms of the workhorse aspect of it. The tone spectrum is really wide, and there’s a lot of malleability within the tone—literally at your fingertips.”

Garza, also a magnificent, expressive visual artist, fingerpicked the Latin-tinged “Black and Tan” on a Wildwood Concert Satin CE, drawing magic

from its all solid African mahogany body.

“My first impression of this Wildwood,” he said, “is that I love the look of it. I love the matte finish and the vibe. It feels like your favorite car that you’ve had since high school that you just don’t ever want to let go of.”

Switching gears, with a Signature Companion Copper E, to what he called a Tom Waits/Leon Redbone mode, Garza genteely crooned “Invisible,” noting “The look and feel of this guitar is truly one of a kind. It sounds ancient but feels new ... It’s a really exposed tone which I like, so you hear all the intricacies in a way that you don’t in a bigger guitar.”

Garza closed the fascinating session with an impromptu new song, “Why not Strum a Tree?” and did just that with a Performer Concert Bourbon CE, which has a look “right up my alley because it’s got those Texas dirt, dark, sunset, dusky kind of tones.”

Acknowledging the importance of looking to sustainable products and making smart choices as a consumer, Garza told Guitar Center, “As I get older and try to take more responsibility for what I do and play and sing—I’m always pulled back to that sense of responsibility to the planet.”

[**Learn more about David Garza**](#)

Organic Collection Signature Companion Guitar | David Garza First Impressions



[Having problems playing? Click here.](#)

Organic Collection Wildwood Concert Cutaway | David Garza First Impressions



[Having problems playing? Click here.](#)



Organic Collection Signature Concert Cutaway | David Garza First Impressions



[Having problems playing? Click here.](#)

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Organic Collection Performer Concert Cutaway | David Garza First Impressions



[Having problems playing? Click here.](#)

THE ARTISTA SERIES

A DEEP DIVE INTO BREEDLOVE'S FULLY SUSTAINABLE ORGANIC COLLECTION

Breedlove pioneered the use of sustainable, native Oregon myrtlewood in the guitar world and the stunning instruments in the Oregon series are our best-selling U.S. models.

The top of the line *Designed in Bend* Artista Series—part of the groundbreaking *Organic Collection* of superior sounding, all solid wood acoustic electric guitars—represents a remarkable opportunity to invest in the glorious tone and haunting beauty of myrtlewood at a revolutionary price.

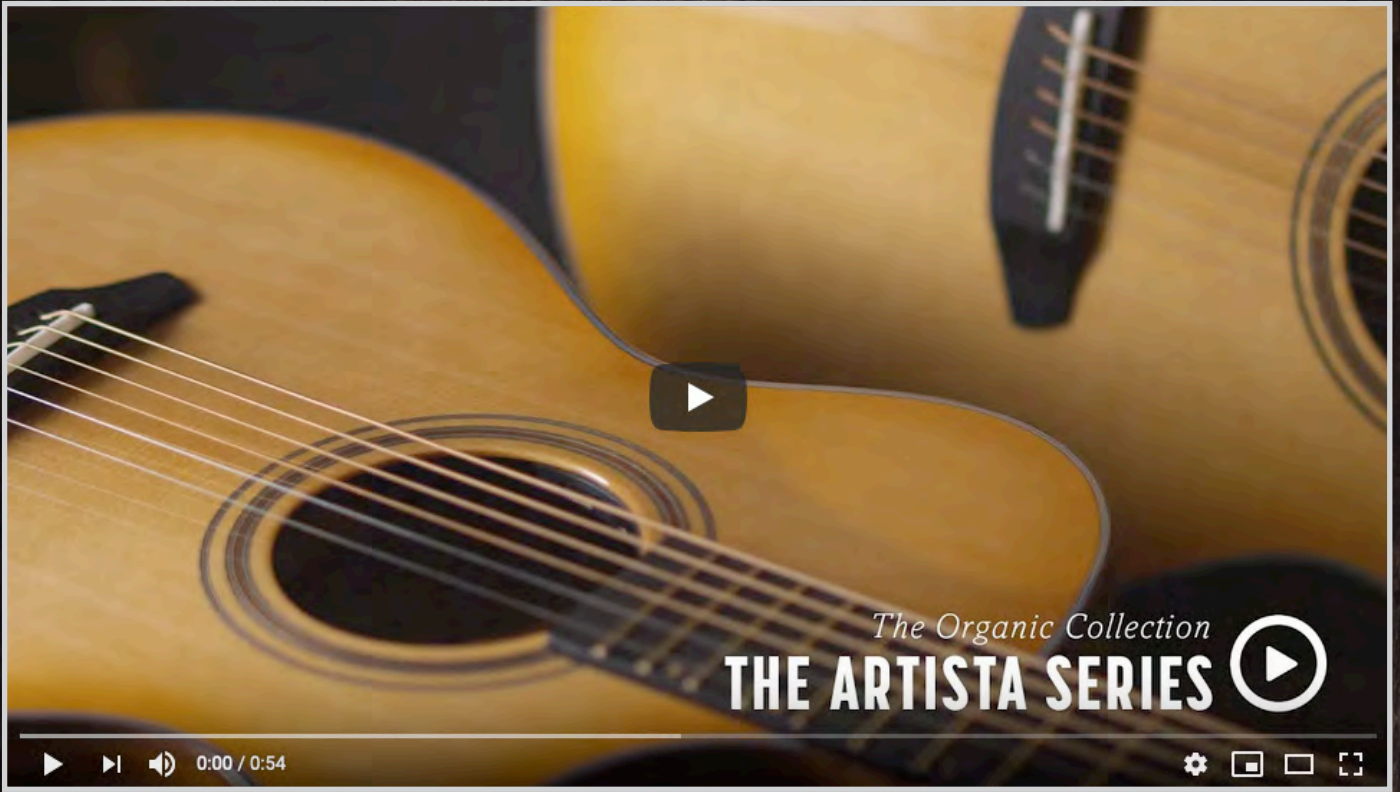
Myrtle shines, fusing characteristics of rosewood, maple and mahogany into a unique whole. Visually, dreamily hued in shades of brown, yellow and even feathers and swirls of red and black, it is enchantingly varied, with each resulting instrument bearing its own striking thumbprint. In the Artista Series, myrtle, which Breedlove sources mainly from downed Pacific seacoast trees, is paired with torrefied European spruce, yielding a powerhouse tonal combination, rich in vintage-like sustain and sheer sonic energy.

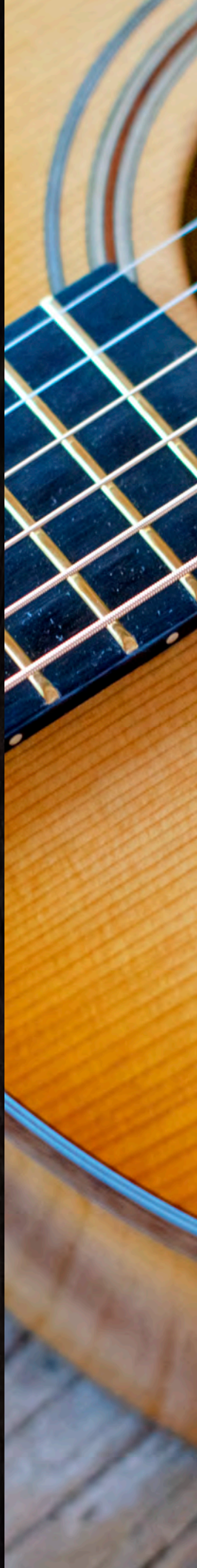
Garbed in Natural Shadow gloss finishes, Artistas range from the diminutive Concertina to the roaring Concerto, all featuring elegant appointments like premium gold hardware, Natural Sound electronics and slim, fast-playing, long-sustaining Hard Rock maple necks with African ebony fretboards.

True to the *Organic Collection* ethos of using no clear-cut woods, each tonewood element of the Artista series is sustainably harvested with an eye towards the future health of the planet for our children's grandchildren. Isn't it time you stepped up to a professional grade, stage-ready instrument that allows you to express yourself and your concern for the Earth at the same time.



»» VIEW GUITAR PROFILE ONLINE





FINDING THE RIGHT FIT FOR YOUR BREEDLOVE GUITAR

NIGHT ARGENT FRONTMAN CHASE THOMPSON
CHOOSES AN ORGANIC COLLECTION CONCERTINA



Spend a little time on the Breedlove website and you'll find that we've assigned Play Styles to each instrument. These are meant as basic guidelines, rather than hard and fast rules, but they may help guide you as you seek the right instrument for your individual approach.

Finding the right fit involves many elements, starting with the ideal sound you hear in your head but extending out to minute details like the exact finish that attracts your eye and how an instrument's scale length feels in your hand.

Chase Thompson is an admitted gear head. He's fascinated by every aspect of sound creation, sound reproduction and sound recording.

So, it comes as no surprise that he's co-owner of Rainmaker Studios in Pasco, Washington, or that keeping the studio's equipment ready to capture magic at any minute is one of his chief tasks.

Thompson is also a working musician, serving as frontman and chief songwriter for anthemic alt rock quintet Night Argent.

A lifetime piano player weaned on musical theater, Thompson, 34, took up guitar a few years ago, and his tech-minded search for the ultimate mode of self-expression led him to a Breedlove *Organic Collection* Artista Concertina Natural Shadow CE, which, he's found, is ideal for both his 5' 7" frame and his unique play style.

"The Concertina just fits my body so perfectly I'm not even thinking about the guitar. It allows me to really focus on playing, writing and improving."

Thompson, who flies to writing sessions in Nashville and Los Angeles, says the larger body Breedlove Concerto—his bandmates' preferred choice—works very well for Night Argent onstage and in the studio. Suited to a heavy play style and loving a flatpick, the Concerto can drive a rocking band and really fill out the spectrum.



“It’s such a big, full sound and, plugged in, they’re great through the PA system. When front of house throws just a little reverb on them, they’re amazing.”

5

Being on the smaller side, though, Thompson, who’s been building a solo set during the pandemic, wasn’t as comfortable wrapping his arm around a 5” deep, 16” wide body.

While perusing Rainmaker’s selection of studio guitars, he fell in love with the Artista Concertina, which immediately spoke to him with its combination of powerful voice and parlor size approachability.

“The figure of the myrtlewood on the back and sides instantly spoke to me as well. That’s the one. It’s my go-to.”

“I feel really comfortable playing electric, and I always felt like it was hard for me to feel at home the same way with the Concerto. When I got my hands on the Concertina I was blown away. I was worried that there might be some sacrifice of sound or quality with a parlor body size, but there’s not. It’s my favorite out of the whole lineup. The Concerto is amazing. It sounds so good, especially with a mic in front of it in the studio. But as far as my personal preference, and feeling at home with the guitar, the Concertina just fits me and my style.”

»» [VIEW NIGHT ARGENT ONLINE](#)

➔ **WELCOME
TO THE JUNGLE!**





SOURCING THE WOOD FOR A NEW ORGANIC COLLECTION GUITAR FROM DEEP IN THE AMAZON—GRANADILLO

For many guitar makers, wood sourcing is as simple as a phone call. Hang up and the billets arrive. Not so for Breedlove owner Tom Bedell, who has visited 15 countries over the past few years, with the goal of ensuring the sustainability of the world's forests.

With the pioneering *Organic Collection* of great sounding all solid wood affordably priced acoustic electric guitars, Bedell has promised to use no clear-cut woods or synthetic substitutes.

So, following an exciting design conversation with Guitar Center's Category Director for Acoustic Guitars Brad Johnson, about a new exclusive Breedlove *Organic Collection* Artista Concert Copper CE, Bedell knew immediately what he had to do.

Within days, he and Breedlove Marketing and Artists Relations Director RA Beattie, a renowned outdoor filmmaker, were off on an unexpectedly adventurous trip to Suriname to source exotic Amazon granadillo—a hauntingly beautiful tonewood with an equally alluring sound.



»»» TOM BEDELL
SURINAME, SOUTH
AMERICA

You're forgiven if you're not familiar with Suriname. Few are. As the smallest sovereign state in South America, the former Dutch colony, which only gained its independence in 1975, is something of a postage stamp on the world's geography, but it is, nevertheless, the most densely forested country on the planet, with over 90 percent of its territory, situated squarely between Brazil and the Atlantic Ocean, covered with a wide variety of flora.

Flight after flight after flight from Bend, Oregon, eventually landed Bedell and Beattie in the historic, bustling capital city of Paramaribo, founded in 1603 and populated by nearly half of the country's 600,000 residents.

Tired, but elated, and sparked by the anticipation of one day hearing the very first granadillo Breedlove, the duo immediately set out with Surinamer hosts to tour the city and visit with government officials and nonprofits to learn more about the country's careful stewardship practices and felling methodologies involved with various timber concessions throughout Suriname's vast tracts of Amazonian rainforest.

Now, there may be little high adventure in bopping around town and visiting offices in beautiful old Dutch buildings, but things got a little hairy rather quickly once Bedell and Beattie stepped on to a narrow riverboat at the north end of the gigantic Brokopondo Reservoir.

Created in the early 1960s by the damming of the Suriname River, the Brokopondo, which covers over 600 square miles, is one of the largest man made lakes in the world and remains studded with trees and stumps that have been standing in the water for nearly 60 years.





Hardy world travelers that they are, Bedell and Beattie had packed the necessary items for existence in the wild, all of which, due to the haste of their travel, were stashed safely back at the hotel.

What was intended as a brief excursion quickly escalated into, if not quite “Apocalypse Now” lite, something closer to it than they might have preferred.

Less than an hour out on the glimmering water, zooming at speed above giant brightly-scaled peacock bass and razor-toothed piranha, and maneuvering through the maze of rotting spires and submerged thicket, the whirring propeller caught a hidden trunk, immediately halting the craft and marooning the team in the vast expanse of sunburned jungle waters.

Rescue followed, but without anything resembling urgency, another slim vessel finally arriving, only to be lashed alongside for an awkward, shaky tow.

Dark by now, the evening was passed on a tiny off-the-grid islet, with only a clutch of rustic cabins for sanctuary.

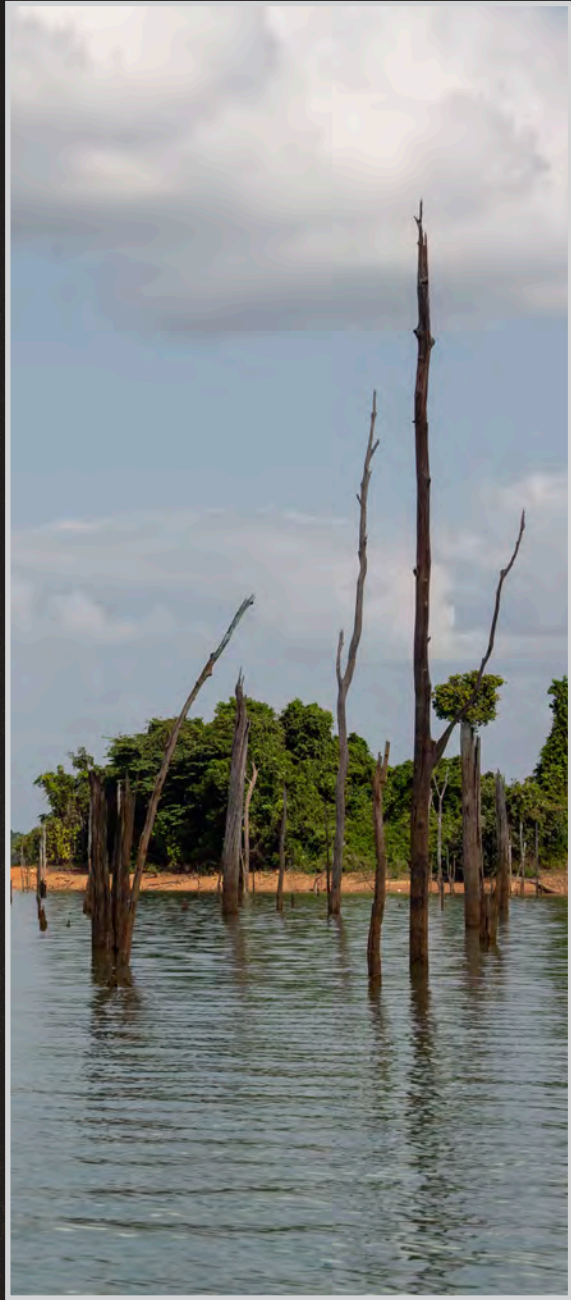
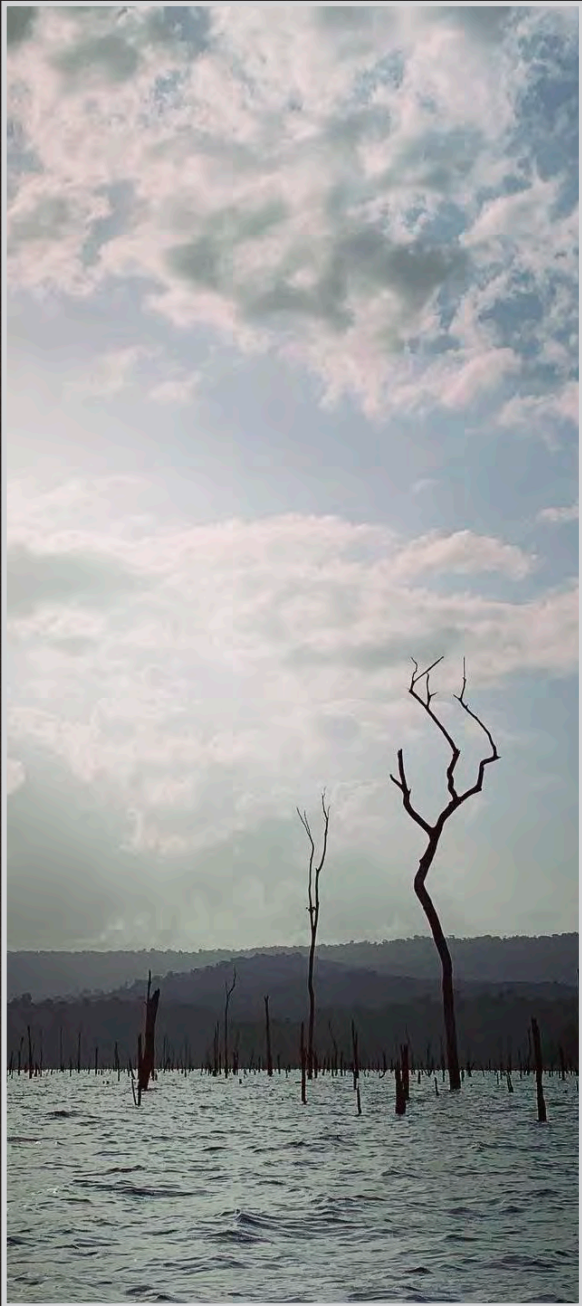
Dawn brought hope, but the struggle to escape the Brokopondo’s grasp was just beginning. A bevy of additional collisions found the team jumping craft to craft until finally reaching a rugged, remote landing on the far south side of the reservoir, where the true Equatorial wilderness of Amazonia begins in earnest.

One last desperate leg, bumping down a rutted handcut road in a bombed-out truck straight out of William Friedkin’s *Sorcerer* ultimately delivered Bedell and Beattie, two full days since stepping off the initial pier, to the true destination, the jungle concession, the selected stand of noble granadillo—It seemed like a long way to go for a guitar.



Having problems playing? [Click here.](#)





But then, the forest pulled back its primeval curtain. Star-fingered toads clicked; orange-winged parrots squawked with fury; and red tailed boas slithered along branches, too heavy to move too fast.

Bedell and Beattie simply stood in awe, eyes wide, all frustrations erased as they understood, once again, the raw beauty of the earth and the need to maintain it at any cost.

Once his head cleared, Bedell was impressed by the care taken in Suriname to individually harvest specific trees, always with an eye toward the health of that important whole.

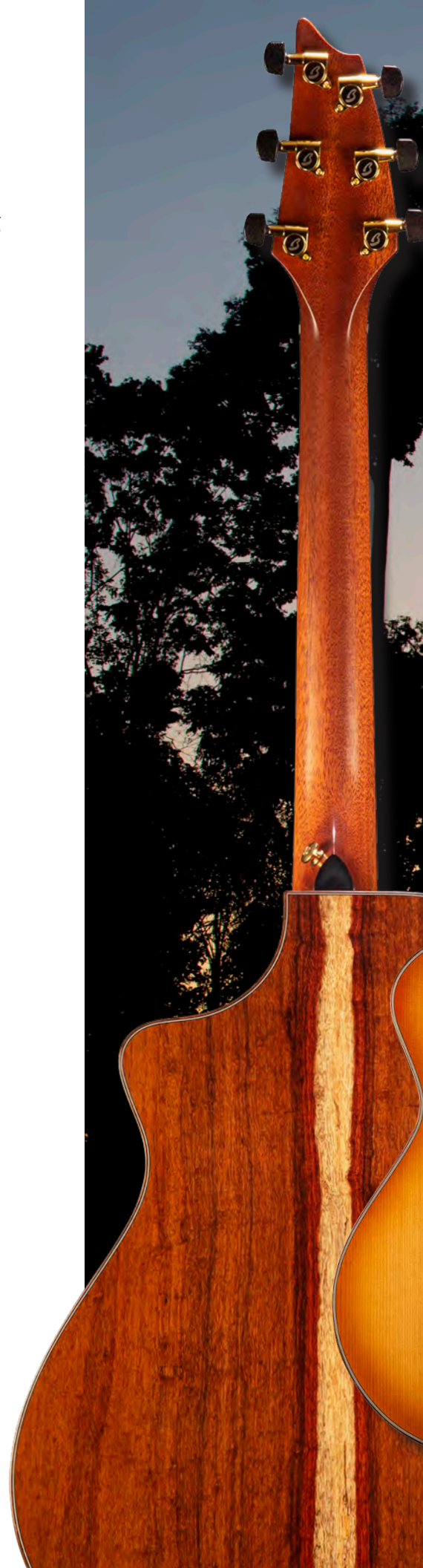
From the forest, he was able to follow the tagged, precisely monitored wood back across the reservoir to the various facilities where it would be prepared and shipped, on its way to becoming new, sustainably sourced Artista Concert Copper CEs.

There is, Bedell feels, an easy way to do things and a right way to do things. Responsible harvest, a transparent chain of custody and repairing the forest all feel right.

The result is a guitar we can all feel good about.

“We are so pleased to have found an understanding partner in Guitar Center,” Bedell said on arriving home in Bend. “Brad and his colleagues believe, as we do, in making sustainability a key element in modern guitar manufacture.”

Underpinned by granadillo, the responsive torrefied European spruce top of the soft cutaway Concert Copper CE roars with “aged” tone. Often called “La Madera Que Canta,” or “the wood that sings,” granadillo features the rich bass and bold overtones of East Indian rosewood, but with an added sparkle. Visually striking, red and purple figure surrounds blonde sapwood on the back of the guitar, and this easy playing, thinly finished luxury instrument is appointed with Breedlove Natural Sound electronics; an African mahogany neck; African ebony fingerboard and pinless bridge; brass markers; and gold frets, tuners and strap button.





Organic Collection Artista Granadillo Concert Cutaway CE

A sustainably sourced all-solid wood luxury-level acoustic-electric guitar at an affordable price. Now available at Guitar Center. Features a responsive torrefied European spruce top—dressed in a thin, high-gloss Copper finish—that roars with “aged” tone, like an instrument that’s been played for 30 years. And the easy-care thermal processing makes it more resistant to fluctuations in temperature and humidity. Exotic Amazon granadillo back and sides offer all the rich dynamics, sonic bloom and deep bass of East Indian rosewood, with an additional sparkle all its own.

[CLICK TO VIEW THIS MODEL ONLINE](#)

MADE WITH GRANADILLO FROM SURINAME



JEFF BRIDGES

“ALL IN THIS TOGETHER”

“All in this Together.” It’s a simple statement that speaks volumes. Even in the before times, when it was coined, it was meant as a unifying call, to remind us that we are, indeed, of one earth. But those four words seem even more significant now, given the chaos and division of the past year.

The phrase is traced along the fretboards of three new very special Breedlove guitars designed along with Academy Award®-winning actor, musician and environmentalist Jeff Bridges. Bridges was introduced to Breedlove owner Tom Bedell by his Jeff Bridges & The Abiders lead guitarist and musical director Chris Pelonis, who also owns a southern California string boutique, Lost Chord Guitars.

Bedell and Bridges found common ground immediately, sharing thoughts about music and ecology. Within moments the idea for a guitar was born; and the resulting Oregon Concerto model spurred the creation of two *Organic Collection* instruments, all with the same inspiring inscription and Bridges name etched on the rear of the headstock.

All three guitars, which you can read more about here, are made from clear-cut free, sustainably harvested native and exotic tonewoods. Neither Jeff Bridges nor Tom Bedell would have it any other way.



THE JEFF BRIDGES SIGNATURE GUITAR MODELS

A Sustainable Success Story

We are so grateful to have Jeff Bridges join us as our Breedlove Featured Artist for October, and we want to thank him for his leadership on matters of unity, hunger and ecology.

Working with Jeff on the creation of three sustainably sourced, clear-cut free signature “All in this Together” guitars has been amazing on all fronts and I’m glad to have made a good friend in the process.

Jeff and I share passions for making music and for maintaining the world’s forests, both of which sustain life here on planet earth in so many ways. We are making guitars today with methods that honor the ecosystem, rather than harming it. By working closely with responsible suppliers, we are nurturing the forest, fostering wildlife habitat and helping local communities.

You can feel good about playing an “All in this Together” guitar.

Jeff has been making music his entire life. It’s not something he learned for a role in one of his classic films, but because music drives him and awakens his connection with people and with the earth.

His wonderful new single, “Welcome Mat,” written by Jenny Tolman, Dave Brainard and his longtime pal John

Goodwin, for example, embraces the diversity that makes us strong.

This month, we are excited to follow up Jeff’s Oregon signature model with a pair of new additions to the *Organic Collection* of sustainably sourced all solid wood acoustic electric guitars. The Breedlove team worked tirelessly for three years to develop the *Organic Collection* and to show the world that affordable guitars can be mindfully made and be remarkable, beautiful tools at the same time.

Jeff’s new instruments use granadillo from the Amazon, in Suriname, African Mahogany from the Republic of Congo and vintage sounding torrefied European spruce from the Swiss Alps. I’ve personally visited each of these forests to ensure sustainable practices.

Jeff put his name and his “All in this Together” motto on these guitars because he believes we can all make a difference by asking questions about where the products we use come from and what effect they have on the future of our planet. It’s our only one.

Thank you, Jeff.

Tom Bedell

Owner, Breedlove Guitars



Having problems playing? [Click here.](#)



AN EXCLUSIVE INTERVIEW WITH JEFF BRIDGES

With Zzounds

Our friends at zZounds have shared an exclusive interview with Academy Award®-winning actor, musician and environmentalist Jeff Bridges, whose passion for preserving and honoring the world's great rainforests dovetails with Breedlove's commitment to sustainability and to making great-sounding guitars without using any clear-cut tonewoods.

Here, Jeff Bridges talks about his lifelong interest in music and credits his older brother Beau with introducing him to the joy of guitar.

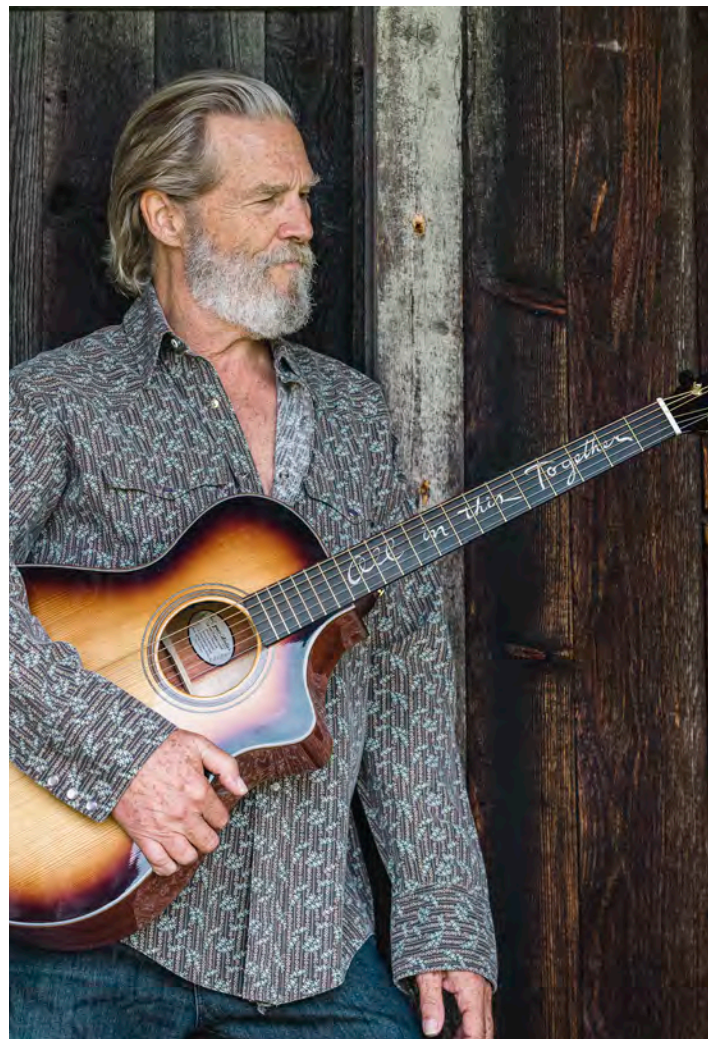
zZounds: Tell us about your collaboration with Breedlove. What is it about Breedlove that made you decide to partner with them to create your signature model guitar?

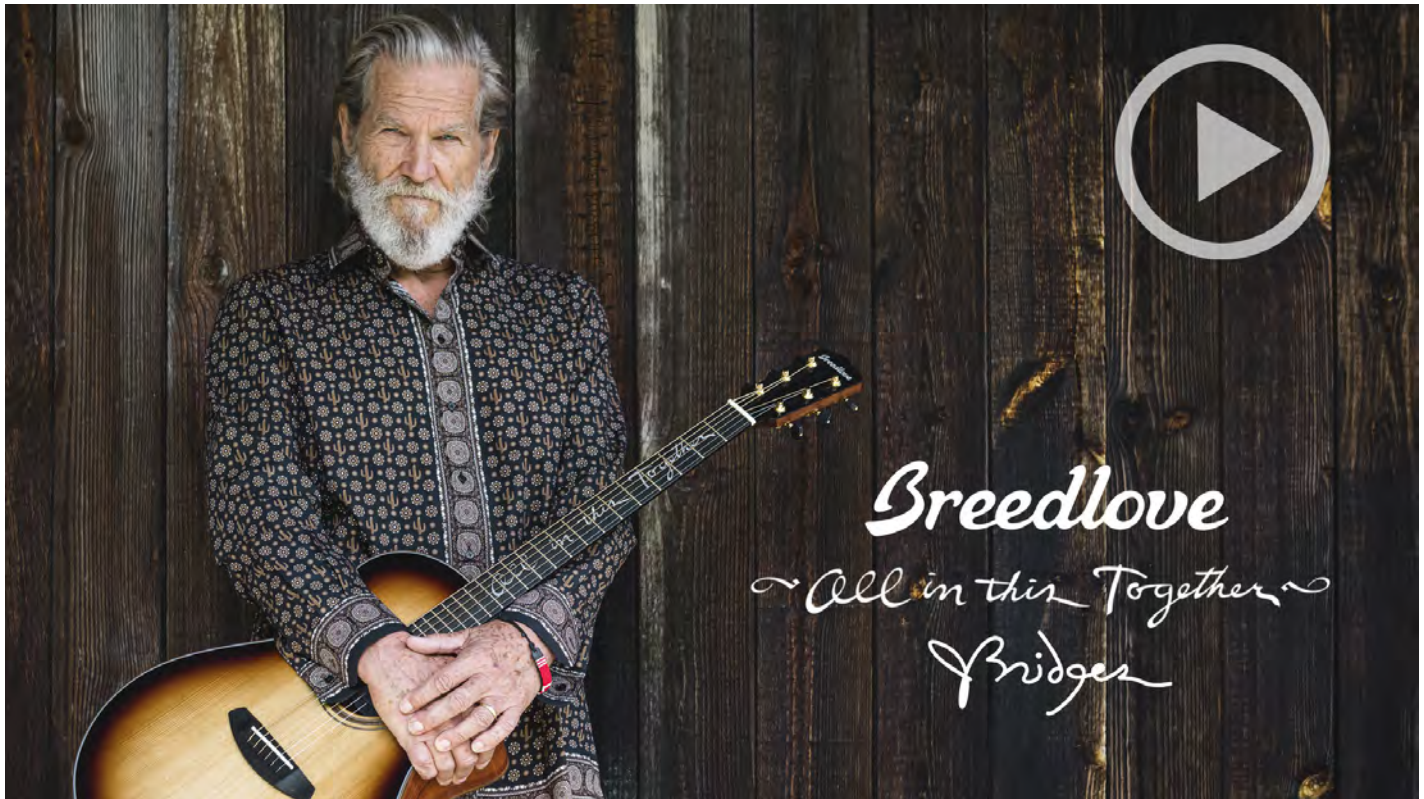
Jeff Bridges: It's been wonderful, this journey of creating some great guitars that actually bear my name. What fun! Breedlove owner Tom Bedell and I share many of the same passions and ideals. We believe in music, for example, that it has the power to heal and to bring people together, especially in times like this when our global health situation is forcing us to literally stand apart from one another.

We believe in the environment, in the trees and in the forests. They have the power to heal as well, if we let them. We are destroying our planet every day and we have to change our practices now. The fact that Breedlove is committed to making beautiful instruments that are sustainable, with no clear-cut woods, is very important to me. That's the main reason I chose to work with them.

zZounds: What design features were important to you when working with Breedlove on your signature model guitar?

Jeff Bridges: Sustainability, number one. I wanted a guitar I didn't have to feel guilty about. Beyond that, I wanted what everybody wants—a great sounding, great playing instrument that intonates well, stays in tune and allows me to express myself in the moment every time I pick it up. I think we've hit that mark with the Oregon Concerto and with the two *Organic Collection* models. Man, they play so nice, I don't ever want to put mine down. These are lifetime guitars.





zZounds: What are your earliest guitar memories? Can you tell us who or what inspired you to start playing guitar?

Jeff Bridges: That's easy! Stealing my brother Beau's Danelectro and listening to the rock and roll music coming out of his room—Little Richard, Chuck Berry, Buddy Holly ... I was hooked. Beau was my inspiration, all the way.

zZounds: Inspiration can come and go over the years. What is it about the guitar that compels you to keep picking it up and playing?

Jeff Bridges: The guitar is like an old friend that's wonderful to hang out with. I've been hanging out with my guitar all these years in hotel rooms or in my trailer while making movies. It's comforting. It's joyful. A lot of the other actors I've worked with play guitar, too, so it's fun to jam together during our downtime. There's a lot of 'hurry up and wait,' so we play.

zZounds: Is there a Jeff Bridges "sound?" If so, what techniques and/or styles of guitar playing are at the foundation of this sound?

Jeff Bridges: I guess my sound is sort of eclectic. I was always into Dylan, the Beatles, the Stones and The Band. If you'd like a current example of what I'm about, check out my latest single, "My Welcome Mat."

zZounds: When you pick up a guitar, what is most often the first riff/song you play?

Jeff Bridges: It's a special, funky lick that my dear friend Stephen Bruton taught me on *Crazy Heart*. He showed it to me when we were making the film. It's from the track "Somebody Else." We usually play it in E, but this one is played in G.

zZounds: Who is your favorite person in the world to jam with?

Jeff Bridges: I like jamming with my dear friend Chris Pelonis. He's a great player and he's the musical director of my band, Jeff Bridges & the Abiders.

[Read the full interview at Zzounds.com](http://Zzounds.com)



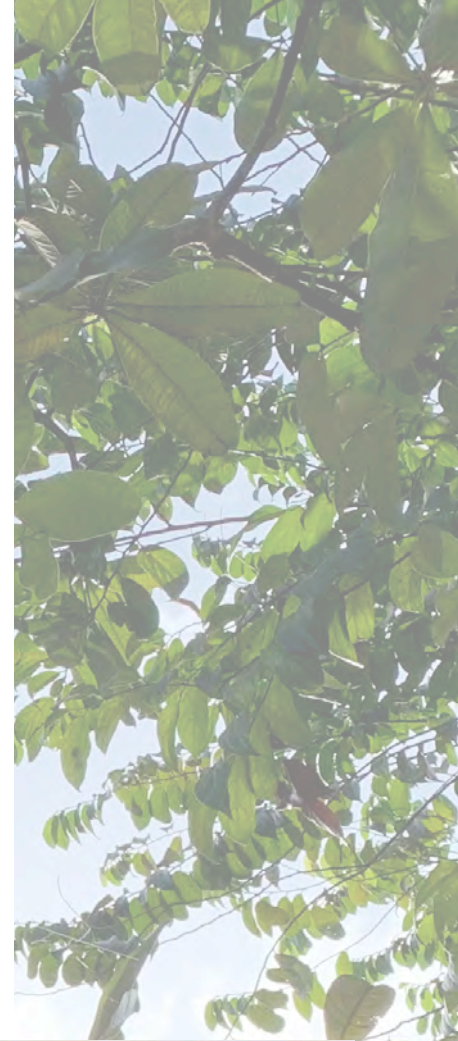
Call on this

It's no surprise that Breedlove's Jeff Bridges "All in this Together" models have been garnering lots of attention in the media. It's also no surprise that a strong family basis in the importance of caring; in the transformative power music; and in the need for protecting the environment has led Bridges to this point in his life and career. His new single with the Abiders, "Welcome Mat," co-written by childhood friend John Goodwin, perfectly encapsulates his open-minded, open-armed philosophy.

We're glad to have Jeff Bridges as Breedlove's inaugural signature artist and we are looking forward to the adventures we will share with future designees.

Read/watch more here:

- Guitar World Exclusive Interview
- Guitar Center Exclusive Interview
- Acoustic Letter Demo Video
- Consequence of Sound Article



[Having problems playing? Click here.](#)





»» [VIEW GUITAR PROFILE ONLINE](#)

FROM THE AMAZON

JEFF BRIDGES' SUSTAINABLE GUITAR MODELS

➔ FROM THE LARGEST RAINFOREST

Academy Award®-winning actor, musician and environmentalist Jeff Bridges sits on the advisory board of the Amazon Conservation Team, which works in partnership with indigenous colleagues to protect rainforests and traditional culture. So, it only made sense to work with him on a signature “All in this Together” model that was not only fully sustainable, but also rang with the unmistakable sound of the Amazon Rainforest.

Breedlove owner Tom Bedell personally went deep into the jungle to oversee the responsible sourcing of the amazing granadillo used in Jeff’s Amazon Concert Sunburst CE, the latest addition to Breedlove’s *Organic Collection* of affordable, sustainable all solid wood acoustic electric guitars.

Granadillo, long used for chiming marimba bars, is an intensely musical wood, with a fiery appearance every bit as exotic and enchanting as its shimmering tone.

Deluxe in every way, the instrument features a distinctive soft cutaway gloss finish Concert body, Breedlove Natural Sound electronics and Bridges’ signature on the back of the headstock along with his iridescent “All in the Together” motto inlaid across the African ebony fretboard (and echoed on the accompanying embroidered gigbag).

“Vintage,” ringing tone and epic sustain comes from a powerful torrefied European spruce top, thermally aged near its source in the Swiss Alps.

Bridges, a lifetime player, helped design the Amazon, along with Breedlove and his Abiders lead guitarist and noted acoustician Chris Pelonis. Royalties from the instrument, as with the other Jeff Bridges “All in this Together” signature models support the work of Amazon Conservation Team.



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VIEW GUITAR PROFILE ONLINE





»» VIEW GUITAR PROFILE ONLINE



FROM THE CONGO

JEFF BRIDGES' SUSTAINABLE GUITAR MODELS FROM THE SECOND LARGEST RAINFOREST



Work stopped on the floor in Bend for a few minutes when the first signature Jeff Bridges Oregon Concerto came out of string up, all polished and ready for its debut.

Due to the pandemic, staff was light, but even socially distanced, all could tell that this instrument was something special, even by Breedlove's exacting standards. It sounded and played as good as it looked and it looked like magic, with Jeff's "All in this Together" mantra blazing across the fretboard like a unifying call to arms.

We knew immediately that more people needed access to something so inspiring. As sustainability and caring for our forests is a key point for Jeff—who, in 2018, produced and narrated the environmental documentary *Living in the Future's Past*—we also knew that the *Organic Collection*, which meets exacting ecological criteria, was the right way to introduce an affordable Jeff Bridges model, the Signature Concert Copper E.

Now you can join "All in this Together," too, with an affordable, superior sounding all solid wood acoustic electric guitar that has the same appointments as the Oregon model at almost a quarter the price.

Versatile *Organic Collection* Signature Concert models are alive with sound, with African mahogany imparting a crisp, warm support under a torrefied, vintage-toned European spruce top. All three Breedlove Jeff Bridges models come standard with a deluxe "All in this Together" embroidered gig bag, ready to announce to the world that you're playing your part and playing your music.







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THE PERFORMER SERIES

A DEEP DIVE INTO BREEDLOVE'S FULLY SUSTAINABLE ORGANIC COLLECTION

In Breedlove's *Organic Collection* of sustainably sourced all solid wood acoustic electric guitars, the Performer Series is perhaps most aptly named. It was designed with the stage in mind, from its clear, easily operated Natural Sound electronics to its spotlight-ready gloss finish.

Torrefied European spruce drives the Performer Concert Bourbon CE, which like its Concertina and Concerto partners, at either end of the spectrum, features an all-access soft cutaway bringing every last note within reach for supreme expression. Torrefaction, in addition to offering the true "vintage" tone of a 30-year-old instrument, also stabilizes the instrument against changes in temperature and humidity, whether locked down at home or out on the road.

Performers themselves have already travelled from the Swiss Alps to the depths of the Congo rainforest, where sustainable African mahogany is individually harvested before being transformed into backs, sides and comfortable, blazingly fast necks.

Mahogany helps the Performer series sit in the sweet spot of the mix, whether playing with friends, tracking in the studio or rocking a crowd (or a livestream!). The classic warmth of mahogany perfectly complements the bark of spruce, making it one of the most time-tested tonewood combinations.

Whether you are a working professional waiting out the pandemic so you can get back to work or simply a basement dreamer who loves the idea of being a star, the Performer Series is a lifetime instrument geared towards Breedlove's one unwavering goal, to have you play better, sound better and play more.





CHOOSING GUITARS FOR YOUR RECORDING STUDIO & YOUR BUDGET

RAINMAKER ENGINEER LUKE BASILE HELPS YOU “KNOCK IT ALL OUT”



As a Breedlove fan, you may already be familiar with dedicated picker Luke Basile. Working at Pasco, Washington's Rainmaker Studios, Basile demos many of our new models as they are developed, allowing us to hear our instruments in the wild, and allowing you to better choose which guitar is just right for you to play better, sound better and play more.

Basile, who began woodshedding blues and soul licks at age 14, is studio manager and lead engineer at Rainmaker.

Given the pandemic, he says more folks than ever are building home studios, while established recording

houses are using the time to update and upgrade facilities in anticipation of future work.

We asked Basile to guide you through some basics for building an at-hand guitar stable appropriate for your personal studio situation.

He immediately points to the Breedlove Concert body shape as the ideal instrument for a small home studio, noting it offers a supremely versatile format without using up your entire budget.

“It’s such a great fit,” he says. “You get the best of both worlds for flatpicking and fingerpicking and you’ve got a really nice balance between your lows, mids and highs. It’s a great universal guitar.”

Basile favors his longtime sidekick, a Sitka spruce-topped Premier Concert Copper CE, which he has used for countless live dates and sessions.

“Whenever somebody new comes into the studio and they’re looking for something to track with, I’ll hand them my personal Breedlove, and have them try that out. I’d say 95 percent of the time, they dig it, it’s just what they were looking for. The Concert is definitely a good fit for most people.”



For a studio servicing outside clients, or the home recordist in search of different voices, Basile recommends a broader array, which he feels can be found specifically in Breedlove's quartet of revolutionary body shapes, graduating from the travel Companion, which can easily hide, always at the ready, in a studio corner, through the mighty-voiced dreadnought-like Concerto.

"Breedloves record super well," Basile says. "I love how they come across on the mics. They're just very real and raw, and they have such a rich sound. I probably have four or five myself, and the studio owns a handful, too (including a new *Organic Collection* Artista Concertina Natural Shadow CE). I always pick one of those up when it comes time to put an acoustic layer on a track."

"I would recommend, to start, the three standard body shapes from Breedlove, then, if a bigger budget allows, maybe having a couple of different wood combinations in each shape. With that, in my opinion, you're really able to knock it all out."

"For a studio, I think having a 12-string around is a good idea; and a nylon string, too. They make nice textures for recording. And I just got a Breedlove bass, which I've been totally loving. I put a large diaphragm condenser on it, and it gives me a sound I've never had before."

"An instrumental array like that is going to cover a lot of ground!"

[»»» VIEW RAINMAKER STUDIOS](#)

THE SIGNATURE SERIES

A DEEP DIVE INTO BREEDLOVE'S FULLY SUSTAINABLE ORGANIC COLLECTION

Why can't I get a guitar that I can afford, without having to make huge sacrifices? Why can't I get a guitar that reflects my values as a citizen of the wider world wishing to participate in a global community? And why can't I get a guitar that respects the earth, that understands that if we lose our forests, we lose everything?

You can have that guitar! It's the Signature Concert Copper E, from Breedlove's *Organic Collection* of superior sounding, sustainably sourced, all solid wood acoustic electric guitars at revolutionary prices. No other entry level all solid wood guitar gives you as much bang for your buck, much less with as sound a philosophy.

No clear-cut woods are used in any *Organic Collection* instruments and responsible harvest practices rejuvenate not only the forests, but the indigenous communities tending those trees. You don't have to imagine anymore.

The Signature series encompasses all four of Breedlove's revolutionary body shapes—from the travel-ready Companion to the robust Concerto, in contemporary cutaway and more traditional non-cutaway models, all equipped with Breedlove Natural Sound Electronics.

Signature tops are European spruce, the stuff that guitar dreams are made of, torrefied near the source for amazing "aged" tone and stability. Backs and sides are African Mahogany, from the Congo rainforest, redolent with warm tone and thrilling sustain for a guitar experience you can't find anywhere else at such an attractive price point. Breedlove is doing its best to make the world a better place, one strum at a time.

»» [VIEW GUITAR PROFILE ONLINE](#)







UNDERSTANDING TORREFACTION

How this fascinating process yields aged tone and increased stability



Torrefaction is simply another word for transformation. OK, it's not really that simple, and, granted, that's not necessarily true, but it might as well be.

Torrefaction, you see, takes a guitar to another level, building in decades of hard-won vintage sound in a matter of hours.

As a guitar is "played in" over many years, the wood it is made from, particularly the instrument's top, goes through some remarkable changes. As time goes on, moisture content in the soundboard is reduced and sap within it hardens. This results in a piece of tonewood that is lighter, stiffer and even stronger than before. Spruce is the most common and most popular

choice for guitars because it exhibits these key qualities to begin with and only improves with each passing day.

Due to these changes, guitars are also less likely to be easily affected by seasonal fluctuations in humidity. On the Atlantic Coast of the United States, for example, summers are hot and humid and winters are cold and dry. In the warm months, guitars often sound a bit dull and lifeless as they swell with the added water in the air. They sing in the cold months but can be prone to cracking from the dry conditions.

Older guitars fight the weather with a little more wisdom and experience.

Torrefaction, the thermal process used for the European spruce tops on many Breedlove *Organic Collection* models, involves heating the wood, essentially roasting it, elegantly, in a carefully controlled, tightly monitored, oxygen free environment, which both mimics and accelerates the aging process.

As a result, your Breedlove Signature, Performer and Artista editions sound amazing and stay in tune, whatever the weather.





A man wearing a grey hoodie and glasses is playing a Breedlove guitar. The background is a blurred forest scene with sunlight filtering through the trees. The guitar's headstock is visible in the foreground, showing the Breedlove logo.

THE WILDWOOD SERIES

A DEEP DIVE INTO BREEDLOVE'S FULLY SUSTAINABLE ORGANIC COLLECTION

With the Wildwood Series, Breedlove was aiming for a very specific, classic sound within the sustainable scope of the *Organic Collection*.

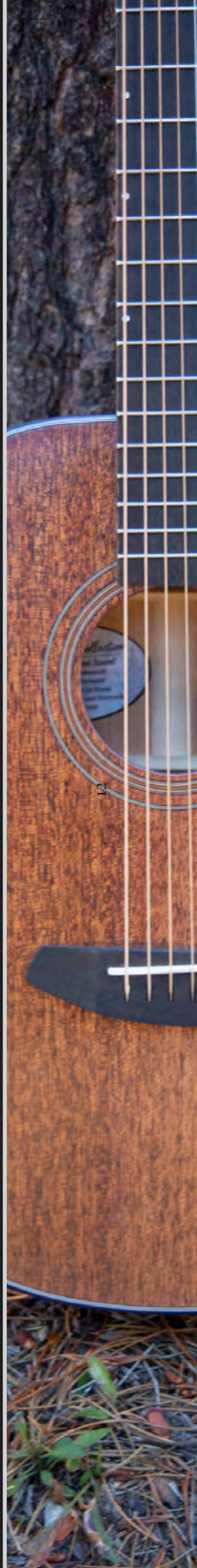
All mahogany guitars have been a staple of the Americana sound since long before the appellation even existed. In the 1920s and 30s, affordable all mahogany instruments allowed everyone entry in the life-sustaining world of guitar playing. Troubadours like Woody Guthrie took up the instruments, disseminating folk melodies and protest songs as they traveled from coast to coast. In the 1960s, artists like Bob Dylan, Woody's spiritual heir, naturally took to mahogany, just as more recent artists like Jeff Tweedy and Valerie June have.

Mahogany rings like truth. It's dry warmth rides alongside a voice, punctuating a message with crisp, clear, plangent tones. Less aggressive than spruce, a mahogany top doesn't compete with a singer, but has all the body and dynamics necessary to work as a lead instrument on its own. Played fingerstyle, with calls and responses crossing paths, a small body all mahogany instrument, like a Wildwood Concertina Satin CE, is the very voice of the blues.

The African mahogany in the Wildwood Series comes from the Congo Rainforest, the world's second largest, behind only the Amazon, in equatorial South America. The same wood supplies backs, sides and necks for the Signature and Performer series in the *Organic Collection*. Individually harvested—no clear cut wood is used in the *Organic Collection*—it has a simple, straight-grained strength and beauty, much like the sound it makes.

»»» [VIEW GUITAR PROFILE ONLINE](#)





BIG GUY, LITTLE GUITAR

BRIAN RIPPS EXPRESSES HIMSELF WITH AN ORGANIC COLLECTION WILDWOOD CONCERTINA



Brian Ripps stands 6' 4" tall. His chosen instrument is 38" long.

We are clearly talking big guy, little guitar, and Ripps is just fine with that juxtaposition, getting all the power, volume and tone he needs to back his big voice from that little box.

"People joke about it," he chuckles, "but it's also one of the ways that I'm recognized."

He wasn't fine with us taking his guitar away from him.

Ripps was seriously dedicated to a Breedlove Passport Parlor Mahogany, which had become a trusted friend and fellow stage warrior. But we retired the model and when Ripps wanted to expand his stable he was crestfallen.

"I had really done about everything that could be done with that guitar and I was ready to get a new one. I was pretty heartbroken."

Until he found his Concertina, that is.

The Breedlove Concertina, derived from our pioneering Concert body design, is a modern take on the classic parlor, offering all of the desired benefits of the form—tonal balance, uniquely lush 12-fret tone and remarkably friendly dimensions—yet amped up with trademark Breedlove comfort and response, along with a sheer presence and dynamic range that surprises all comers.

"Ultimately, it's an extension of you," Ripps says. "The playability, where it sits on your body, the fact that you don't have to stretch to reach chords. It becomes very intuitive. I've found that the Concertina just has this really, really special way of helping me express myself."

The fact that Ripps' *Organic Collection* Wildwood Satin Concertina CE is made from all solid sustainable African mahogany is sweet icing on the cake.

"Leaving a trace of your essence through making music is better than leaving a big footprint," Ripps sagely advises.

»»» [VIEW BRIAN RIPPS ONLINE](#)

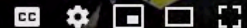
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Breedlove

Organic Collection
Wildwood Concertina
with Brian Ripps



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A longtime Breedlove artist, Ripps, who usually plays over 250 dates a year, has a regular gig that is the envy of just about everyone. For 11 years straight he has played, alongside pal Patrick McDermott, virtually every Sunday night at The Playwright Tavern, smack in the heart of midtown Manhattan, just off 7th Avenue, a few blocks north of Times Square.

“It’s turned into something way more than just a working relationship,” he says. “It’s a lot like family now.”

Ripps, a Long Islander who juggles an epic, constantly-updated repertoire of original tunes and covers by the likes of Soundgarden, Rolling Stones and Phish, also does solo performances and band engagements throughout the NYC metro region, covering much of the same territory as American Musical Supply’s hard-gigging Guitar Buyer for Key Accounts Nick Intersimone, who has stocked AMS with a great selection of Organics and Concertinas, including the Performer Concertina Bourbon CE and the Signature Concertina Copper E (both with torrefied European spruce tops), and an exclusive Pursuit Exotic Concertina Cinnamon Burst.

Ripps employs a variety of modes on his Concertina, fingerpicking ballads, hammering flatpicked rockers and, pardon the obvious pun, ripping leads right up to the limits of its soft cutaway.

“It’s not just for gentle music on the couch, absolutely not!” he affirms. “I think ‘parlor’ and I think of Robert Johnson, who is the father, or the devil, of the blues, as they say. This guitar just always does exactly what I want it to do.”

What will you do with your Breedlove Concertina?



ENTER TO WIN THIS GUITAR
MODEL FROM AMS!

OCTOBER SPECIAL GIVEAWAYS & PROMOTIONS

Throughout the month of October, there is a great promotion and special giveaways we think you'll want to know about!



Reward yourself and rev up your life! Breedlove's Companion Kickstart Combo will get you playing and saving!

Acoustic guitars are hot! It's not too late for you to join the parade—at home, on the beach or in the backyard! Breedlove's travel-ready Companion is perfect for the couch, the seaside or the picnic table. It's your full-sounding, easy playing gateway into the joy of guitar. Just ask gigging professionals who have made it their choice for writing sessions, impromptu jams and outdoor club dates. Now through the end of September, reward yourself and rev up your life with a stylish, sweetly singing Breedlove Companion guitar and we'll reward you with a Kickstart Combo package featuring FREE gigbag, tuner, logo pickholder strap, picks and Breedlove sticker. An \$80 value!* **Learn more!**



Enter to Win a Jeff Bridges Signature Organic Model

Breedlove Guitars is proud to announce a partnership with Academy Award®-winning actor, musician and environmentalist Jeff Bridges, who is committed to protecting the world's trees—"We dearly need forests," he says, "to temper our climate, replenish our fresh water and provide shelter for our wildlife."

At the end of this month, one lucky winner will receive a new Jeff Bridges Signature *Organic* Amazon Concert Sunburst CE Series Guitar with Serial #200608462 simply by joining our mailing list.

Enter here.



Enter to Win Wildwood Concertina from AMS!

[Click here for more information and to enter.](#)

Breedlove

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